



# TxDOT Digital Delivery Program Communication Plan



## GOALS



### DEFINE

TxDOT's roles and responsibilities for DDP development and implementation



### ESTABLISH

TxDOT's protocol for documentation and communication throughout the program



### DETERMINE

TxDOT's internal and external communication requirements and patterns

## TxDOT Statistics



**12,600+**  
Employees



**34**  
Divisions



**25**  
Districts



**90**  
Area Offices



## Engagement Methods



### ONLINE

#### Quarterly NEWSLETTER



Regular quarterly newsletters keep staff updated on DDP developments. These newsletters feature a variety of content, including links to external websites, training opportunities, resources, and visuals. Distributing the newsletter electronically ensures that stakeholders receive information conveniently, making communication more effective.

#### Virtual WEBINARS



Webinars cover a wide range of DDP-related topics. While primarily educational, webinars also serve as interactive town-hall meetings where participants can ask questions. Recorded webinars are valuable for professional development. These sessions are conducted on virtual platforms like Webex or Microsoft Teams.

#### Dedicated WEBSITE



The Digital Delivery website serves as a comprehensive resource hub, offering easy access to general definitions, FAQs, program updates, standards and guidelines, pilot project updates, design templates, and training materials. Explore more at the TxDOT Digital Delivery website.

[Digital Delivery Website](#)



### IN-PERSON

#### CONFERENCES & TRAINING



Conferences offer direct engagement for attendees to advance the industry through shared experiences while gathering lessons learned from other industry leaders to improve the DDP. Trainings focus on technical aspects of DDP. Courses may include how-to videos, hands on learning, white papers, and process documents.

#### DDP CHAMPION PROGRAM



Having a local Champion in each District/Division helps market the DDP and provides an accessible point of contact for anyone with questions about the program. They serve as trusted resources, bringing both experience and understanding of the project team's goals. They also provide the perspective of the final user, bridging the gap between design and implementation.

#### DISTRICT ROADSHOWS



District roadshows introduce Digital Delivery to staff through presentations, interactive booths, and live demonstrations. They showcase initiatives, highlight progress, and provide pilot project updates. These roadshows foster excitement, enhance understanding, and encourage communication within the districts. They also collect feedback to drive program improvement.



### WORKGROUP

These groups review DDP materials, offer input during development, gather information from divisions and districts, and ensure effective cross-coordination.

**17+**  
Specialty  
Subgroups

**8+**  
District  
Participating

**13+**  
Divisions/  
Sections  
Participating

